



# Small Business Training Opportunities in WV

## Small Business Development Center Offerings

### Business Fundamentals

To register for the events listed, call the number, click on the email, website or the event title for a direct link.

#### **SBA West Virginia District Office**

320 West Pike Street  
Suite 330  
Clarksburg, WV 26301  
(304) 623-5631

#### **SBA Charleston Branch Office**

405 Capitol Street  
Suite 412  
Charleston, WV 25301  
(304) 347-5220

[www.sba.gov/wv](http://www.sba.gov/wv)

[wvinfo@sba.gov](mailto:wvinfo@sba.gov)

If you have items or events to add, please send them to:  
[nikki.bowmar@sba.gov](mailto:nikki.bowmar@sba.gov).

08/14/13	01:00 p.m. to 04:00 p.m.	Summersville
08/20/13	01:00 p.m. to 04:00 p.m.	Oak Hill
08/20/13	10:00 a.m. to 01:00 p.m.	Mt. Gay
08/20/13	09:00 a.m. to 12:00 p.m.	Charleston
08/22/13	10:00 a.m. to 01:00 p.m.	Weirton
08/25/13	10:00 a.m. to 12:00 p.m.	Berkeley Springs
08/27/13	01:30 p.m. to 04:00 p.m.	Moorefield
08/27/13	09:00 a.m. to 12:00 p.m.	Morgantown
08/27/13	09:00 a.m. to 12:00 p.m.	Parkersburg
08/27/13	09:30 a.m. to 12:30 p.m.	Pt. Pleasant
08/29/13	05:30 p.m. to 08:00 p.m.	Thomas
08/29/13	10:00 a.m. to 01:00 p.m.	Welch
09/03/13	09:00 a.m. to 12:00 p.m.	Wheeling
09/10/13	09:00 a.m. to 12:00 p.m.	Winfield
09/17/13	01:00 p.m. to 04:00 p.m.	Ronceverte
09/17/13	09:30 p.m. to 11:30 a.m.	Kearneysville
09/18/13	01:00 p.m. to 04:00 p.m.	Summersville
09/19/13	01:30 p.m. to 04:00 p.m.	Keyser
09/19/13	09:00 a.m. to 11:00 a.m.	Martinsburg
09/22/13	09:30 a.m. to 12:30 p.m.	Huntington
09/24/13	09:30 a.m. to 12:30 p.m.	Beckley
09/24/13	09:00 a.m. to 12:00 p.m.	Morgantown
09/24/13	09:00 a.m. to 12:00 p.m.	Parkersburg
09/26/13	01:00 p.m. to 04:00 p.m.	Oak Hill
09/26/13	10:00 a.m. to 01:00 p.m.	Weirton
09/26/13	10:00 a.m. to 01:00 p.m.	Welch
09/26/13	09:00 a.m. to 12:00 p.m.	Charleston
10/01/13	09:00 a.m. to 12:00 p.m.	Wheeling
10/08/13	01:00 p.m. to 04:00 p.m.	Ronceverte
10/08/13	01:00 p.m. to 04:00 p.m.	Summersville
10/17/13	01:00 p.m. to 04:00 p.m.	Oak Hill
10/24/13	10:00 a.m. to 01:00 p.m.	Weirton
11/05/13	09:00 a.m. to 12:00 p.m.	Wheeling

Business Fundamentals is designed specifically for people who are thinking of starting a business, or have had a business for one year or less. The workshops provide essential information on what an entrepreneur needs to know to start a business successfully. Preregistration is required as seating is limited. Cost is \$35. To register, go to the [SBDC Training Events](http://www.wvsbdc.org) calendar on the WV Small Business Development website, [www.wvsbdc.org](http://www.wvsbdc.org). Or contact the Business Ask Me! line at 888-982-7232 or [askme@wv.gov](mailto:askme@wv.gov).

## Women's Business Center Offerings

For a full list of training opportunities offered by the WV Women's Business Center, visit-  
[www.westvirginiawbc.org/](http://www.westvirginiawbc.org/)

### [Marketing Your Business on the Internet](#)

**Aug 21 | Sep 18 | Oct 16 | Nov 13**

**\$99**

Find out how to market your business on the Internet, even if you have little or no money to spend! In this practical, hands-on course, you'll discover proven methods that will help you establish an Internet presence and build an online brand identity. You'll learn how search engine optimization (SEO) works and how to track your site's performance using Web analytics.

### [Navigating the Internet](#)

**Aug 21 | Sep 18 | Oct 16 | Nov 13**

**\$99**

Become net-savvy in six short weeks! Learn where the Internet came from, what makes it tick, and where it's headed. Learn advanced search techniques so that you'll be able to find fast answers to virtually any question.

### [Mastering Public Speaking](#)

**Aug 21 | Sep 18 | Oct 16 | Nov 13**

**\$99**

You can become an effective public speaker! In this fun and hands-on course, you'll find out how to talk confidently and persuasively to both large audiences and small groups.

### [Introduction to Microsoft Excel 2010](#)

**Aug 21 | Sep 18 | Oct 16 | Nov 13**

**\$99**

Do you work with numbers? Then you need to master Microsoft Excel 2010—and this is the place to do it. Even “non-techie” beginners will find it easy to learn Excel in this fun, step-by-step online course.

### [Introduction to Microsoft PowerPoint 2007](#)

**Aug 21 | Sep 18 | Oct 16 | Nov 13**

**\$99**

Learn how to use Microsoft PowerPoint 2007-- the best presentation program on the market today. This version of PowerPoint is very different from previous versions because of its new interface in which a Ribbon replaces the menu bar and toolbars.

### [Small Business Marketing on a Shoestring](#)

**Aug 21 | Sep 18 | Oct 16 | Nov 13**

**\$99**

When it comes to marketing for small businesses, money isn't everything! In this course, you'll learn how to use the same marketing tricks the big companies employ—without making a big dent in your wallet.

### [Computer Skills for the Workplace](#)

**Aug 21 | Sep 18 | Oct 16 | Nov 13**

**\$99**

Most jobs today require a working knowledge of certain computer skills. Employers seek and reward employees with the skills and knowledge to send messages across the country via e-mail; use a spreadsheet to create a graph and paste it into a report; add and edit data in a database; understand the implications of file sizes, memory limitations, and network arrangements; and recognize the function and features of modern computer components.

# SBA Hurricane Sandy Funding Free Training to Disaster Hit Counties

Business Information Sessions offered at no-cost in **Braxton, Clay, Fayette, Greenbrier, Kanawha, Nicholas and Webster County**. Sessions are made possible through funding from the US. Small Business Administration's Hurricane Sandy Disaster Relief. Sessions include Business Basics and Financing, Marketing, Customer Service, Dealing with Difficult People, Microsoft Office: Word, Excel, and PowerPoint, Affordable Healthcare Act, HIPAA, and Manufacturing Assistance.

There is no cost for the training however pre-registration is required and lunch will be served. Call Karen at 800-766-4556 or 304-253-3145 to register.

## **Customer Relations - Two Sessions in One Day – Lunch Provided - No Cost**

### **Customer Service**

**10 - 11:30 a.m.**

The fundamental purpose of every business is to satisfy customers' needs while making a profit. Your satisfied customers become a marketing tool for your company creating excellent word of mouth advertising. Discover actions you can take back and implement immediately.

### **Dealing with Difficult People**

**12:30—2 p.m.**

Learn how to manage difficult situations before they escalate to a bad experience for customers or to violence. Put systems in place to protect both employees and guests rights and personal safety.

Flatwoods

Days Inn Conference Center

August 22

## **Microsoft Office Use - Two Sessions in One Day – Lunch Provided - No Cost**

### **MS Office WORD for Business**

**10 - 11:30 a.m.**

Did you know you can highlight a complete paragraph with just one click? Can't think of the right word for your report? These are just a sample of unused features in Word that you will discover.

### **MS Office EXCEL for Business**

**12:30 - 2 p.m.**

Excel is full of 'auto' features that allow you to complete projects faster. Special formatting can also save you keystrokes and save you time. Join us to uncover some of these special features.

### **MS Office PowerPoint for Business**

**02:30 - 4 p.m.**

PowerPoint is packed full of visual effects that are really easy to use and can make your presentation more professional. Power up your presentation by adding pictures and graphics!

Clay

Valley Fork Education Center at Wallback

August 16

Montgomery

Upper Kanawha Valley Community Building

August 21

## **Healthcare - Two Sessions in One Day – Lunch Provided - No Cost**

### **Affordable Healthcare Act**

**10 - 11:30 a.m.**

Are you looking for information on the Affordable Healthcare Act (ACA)? Do you have to purchase health care for your employees? What if you are the sole proprietor? Will you be eligible for tax credits? A representative of the West Virginians for Affordable Health Care, will answer questions and help small businesses navigate the new national health care legislation.

### **HIPAA**

**12:30 - 2 p.m.**

The date for compliance with the new HIPAA final omnibus rule is [September 23, 2013](#) only a few short months away. The new rules bring significant changes to HIPAA, such as: Your Business Associates are now directly subject to HIPAA, which can impact you legally if you do not have the proper measures in place; Patients have more rights to request and restrict access to their healthcare information; The amount of fines for breaches has increased dramatically. Learn about these changes and how to remain HIPAA compliant.

Summersville

Community Trust Bank

September 11

## Exporting

The West Virginia District Office of the U.S. Small Business Administration will participate in a free workshop targeted to help small businesses excel at selling products and services abroad. Others participating in the workshop include Leslie Drake, Director of the WV U.S. Export Assistance Center, and Caitlin Ashley from the International Trade division of the West Virginia Development.

Leo Lopez, SBA West Virginia District Office Lender Relations Specialist and William Houck, SBA Office of International Trade Regional Manager will discuss export financing options. Other topics include: how to target overseas markets, freight and logistics, resources for new exporters, and time for questions and answers. Registration is required at <http://export-beckley.eventbrite.com/> or by calling 304-253-3145.

Beckley                                      Women's Business & Training Center      August 22 9-11:30 am  
301-B George Street in Beckley, WV

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## The New Health Care Law and Small Business

This webinar will help small business owners navigate the new national healthcare legislation, the Affordable Care Act (ACA). Featuring Perry Bryant, executive director of West Virginians for Affordable Health Care.

August 23                                      Webinar                                      02:00 - 03:00 p.m.

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## Disaster Training - SCORE

Many business managers haven't reviewed the check list of things to consider in preparation for a disaster or how to reach for the help that becomes available when one occurs. Are you prepared? If not, you may want to register for this scheduled workshop. A representative from Agility Recovery will review steps you can take to be prepared and the sources and ways to acquire help if a disaster strikes you. Representatives from the various governmental Homeland Security and Emergency Management agencies and the Small Business Administration will participate. A boxed lunch will be served.

Charleston                                      Charleston Area Alliance                                      September 13 12 - 2 pm

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The workshop will provide ten easy to implement, inexpensive or free steps that every business can undertake to improve their preparedness. From obvious items to more far reaching tasks, this workshop will provide actionable steps you can take in your organization to enhance your preparedness and become better prepared to face the next disaster with confidence. Lunch will be served.

Bridgeport                                      Best Western Hotel                                      September 17 12 - 1 pm

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## Proposal Preparation

What does it take to win government contracts? A winning Proposal! Marketing Specialists from the Regional Contracting Assistance Center (RCAC) will help prepare your business for success by demonstrating how you can prepare a step by step timeline checklist to successfully submit your proposal. This workshop will also cover key factors that are included in every proposal including the Statement of Work, Cost Proposal, Technical Proposal, Amendments and more. This is not a technical writing workshop. This is a proposal development procedure workshop designed to teach you how to coordinate and complete all aspects of a government proposal. The workshop was developed on the winning practices of a successful government contractor. Featuring Sommer Straight and Kelly Cortright of RCAC. This workshop is free for pre-registrants. Lunch is not included. Register at : <https://proposal-prep.eventbrite.com/>

Fairmont                                      Robert Mollohan Research Center      August 27 10 am - 2 pm

## Lender Training

### **Small Loan Advantage Webinar: Thursday, August 15, 2013 at 10:00 a.m. EST**

The Small Loan Advantage (SLA) program is available to all SBA participating lenders and features a streamlined application and expedited process submitted electronically through ETran. The application process requires one form by the applicant (SBA Form 1919) and one form (SBA Form 1920 Parts B and C) from the lender. The maximum amount per SLA loan is \$350K and lenders can use their own loan closing documents. Learn how to use the SLA program – including new guidelines and tips on getting your SLA loan approved.

### **Resource Partner Webinar: Tuesday, August 20, 2013 at 10:00 a.m. EST**

Learn how SBA resource partners can help your small business clients start, grow and run successful businesses. Resources such as the Small Business Development Center, the Woman's Business Center and SCORE can provide valuable technical assistance to your existing and prospective small business customers.

To access either Webinar - Web Conference URL: <https://connect16.uc.att.com/sba/meet/?ExEventID=84536711>, check I am a participant, enter your name and email, select Join, then select the Call Me option and enter your direct phone number (Call 1-888-858-2144 then enter the passcode 4536711# to access audio portion if the Call Me option does not work). To prepare in advance for the conference (for all devices): <https://connect16.uc.att.com/sba/Prepare/>.

Contact [Rick Haney](mailto:rick.haney@sba.gov) (304-623-7449) or [Leo Lopez](mailto:leo.lopez@sba.gov) (304-347-5220) with questions or to schedule personalized training for your organization.

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## On-Line Government Contracting Training

Just like a class you'd attend in person, courses are taught by a live instructor on a scheduled day and time. The Web-enabled Instructor-Led training experience has much in common with the classroom equivalent. Students:

- Receive course materials in advance
- Participate in real time using a broadband connection
- Interact directly with the instructor and their peers

From your computer, you'll link to an instructor in a live, real-time, interactive learning experience. You'll become part of a virtual classroom where you can ask questions, seek guidance and participate in class discussions and small group exercises. There is no cost for 7(j) eligible businesses.

**For Course Details and to Register:** <https://stoverteam.adobeconnect.com/admin/show-event-catalog?folder-id=1108702729>. Workshop information: Phyllis Embree or Chris Strudthoff, [sbaworkshops@stoverteam.com](mailto:sbaworkshops@stoverteam.com) (770) 423-9888.

### **Financial Management for Government Contractors**

Session 1: August 14, 2013

Session 2: August 15, 2013

### **Federal Contracting and Government Contract Management**

Session 1: August 19, 2013

Session 2: August 20, 2013

### **E-Commerce and Internet Business Strategies**

Session 1: August 21, 2013

Session 2: August 22, 2013

### **Marketing and Capture Management**

Session 1: August 26, 2013

Session 2: August 27, 2013

The [Small Business Administration](#) provides small business counseling and training through a variety of programs and resource partners, located strategically around the country.

#### **Women's Business Centers (WBCs)**

Women's Business Centers represent a national network of nearly 100 educational centers designed to assist women start and grow small businesses. WBCs operate with the mission to level the playing field for women entrepreneurs, who still face unique obstacles in the world of business. WBCs also work with male entrepreneurs so contact them for assistance if you are in their area. The West Virginia WBC also excels in training, both online and instructor-led. Check out their web site at [www.westvirginiawbc.org](http://www.westvirginiawbc.org).

#### **SCORE**

The SCORE Association (Service Corps of Retired Executives) is a resource partner of the SBA dedicated to entrepreneur education and the formation, growth and success of small businesses nationwide. There are more than 10,500 SCORE volunteers in 374 chapters operating in over 800 locations who assist small businesses with business counseling and training. SCORE also operates an active online counseling initiative. For West Virginia's SCORE locations, go to [www.wvscore.org](http://www.wvscore.org).

#### **West Virginia Small Business Development Centers (WVSBDCs)**

The Office of Small Business Development Centers (SBDC) provides management assistance to current and prospective small business owners. SBDCs offer one-stop assistance to individuals and small businesses by providing a wide variety of information and guidance in central and easily accessible branch locations. The program is a cooperative effort of the private sector, the educational community and federal, state and local governments and is an integral component of Entrepreneurial Development's network of training and counseling services. In West Virginia, go to [www.wvsbdc.org](http://www.wvsbdc.org) for more information and office locations.

*The SBA listing of these events is not an endorsement of the views, opinions, products or services of any cosponsor, person or entity. The mission of the SBA is to aid, counsel, assist and promote the interests of small businesses by providing financial, procurement and business development assistance and advocating on their behalf within the government. All SBA programs are extended to the public on a non-discriminatory basis.*